South Carolina Statewide Lodging Outlook Report
December 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: December 2017	**Dec 2017**	**% Chg**	**Dec 2017**	**% Chg**	**Dec 2017**	**% Chg**	**% Chg**	**% Chg**	**% Chg**
United States	54.0%	2.3%	$121.86	2.2%	$65.85	4.6%	6.6%	2.0%	4.3%
South Atlantic**	57.8%	2.2%	$121.01	5.8%	$69.89	8.2%	9.9%	1.5%	3.8%
South Carolina	47.7%	-1.9%	$90.49	4.1%	$43.12	2.2%	4.7%	2.5%	0.6%
Year-to-Date: January through December 2017	**Jan-Dec 2017**	**% Chg**	**Jan-Dec 2017**	**% Chg**	**Jan-Dec 2017**	**% Chg**	**% Chg**	**% Chg**	**% Chg**
United States	65.9%	0.9%	$126.72	2.1%	$83.57	3.0%	4.9%	1.8%	2.7%
South Atlantic**	68.0%	1.4%	$123.40	2.9%	$83.91	4.3%	5.9%	1.5%	2.9%
South Carolina	64.2%	0.6%	$113.82	4.0%	$73.11	4.6%	6.2%	1.5%	2.2%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Jan 2018	Feb 2018	Mar 2018
STR, Inc. *From November 2017 Forecast Report*	Occupancy Forecast	49.3%	57.7%	68.6%
	% Chg vs same month in previous year	0.9%	-2.5%	-2.3%
TravelClick *From Bookings as of 12/26/17*	Occupancy from Current Bookings	12.0%	5.2%	4.5%
	% Chg vs same month in previous year	-1.1%	-3.0%	-11.0%

Source: STR, Inc. and TravelClick